

# Special Promotional Programs



## Description

Special promotional programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department also supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue, as well as develops, maintains, and enhances visitor-related facilities, and supports the City's cultural amenities and natural attractions.



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# Special Promotional Programs

## Department Summary

	FY2011 Budget	FY2012 Adopted	FY2011–2012 Change
Positions	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -
Non-Personnel Expenditures	58,877,735	66,676,043	7,798,308
<b>Total Department Expenditures</b>	<b>\$ 58,877,735</b>	<b>\$ 66,676,043</b>	<b>\$ 7,798,308</b>
<b>Total Department Revenue</b>	<b>\$ 60,104,689</b>	<b>\$ 67,988,329</b>	<b>\$ 7,883,640</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2011 Budget	FY2012 Adopted	FY2011–2012 Change
Arts Culture & Community Festivals	\$ 6,420,000	\$ 6,420,000	\$ -
Capital Improvements	17,239,063	-	(17,239,063)
Discretionary Funding	11,800,938	13,377,666	1,576,728
Economic Development Programs	1,706,450	1,806,450	100,000
Safety & Maint - Visitor Related Facil	11,421,217	45,071,927	33,650,710
TOT Admin & Promotional Activities	10,290,067	-	(10,290,067)
<b>Total</b>	<b>\$ 58,877,735</b>	<b>\$ 66,676,043</b>	<b>\$ 7,798,308</b>

### Significant Budget Adjustments

	FTE	Expenditures	Revenue
<b>Support for Safety and Maintenance of Visitor-Related Facilities</b>	0.00	\$ 4,742,353	\$ -
Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor-related facilities.			
<b>City Council Discretionary Funding</b>	0.00	1,576,728	-
Adjustment of the one-cent TOT City Council discretionary transfer allocation to the General Fund.			
<b>Support to Other Funds</b>	0.00	1,379,227	-
Adjustment to annual allocation to support debt service payments and operating costs for Mission Bay/Balboa Park Improvements, Convention Center Complex, Qualcomm Stadium, PETCO Park, and the Trolley Extension Reserve.			
<b>Citywide Economic Development Programs</b>	0.00	100,000	-
Adjustment to funding for Citywide Economic Development Programs.			
<b>Revised Revenue</b>	0.00	-	7,883,640
Adjustment to reflect Fiscal Year 2012 revenue projections.			
<b>Total</b>	<b>0.00</b>	<b>\$ 7,798,308</b>	<b>\$ 7,883,640</b>

### Expenditures by Category

	FY2011 Budget	FY2012 Adopted	FY2011–2012 Change
<b>NON-PERSONNEL</b>			
Contracts	\$ 8,746,872	\$ 8,226,450	\$ (520,422)

# Special Promotional Programs

## Expenditures by Category (Cont'd)

		FY2011 Budget		FY2012 Adopted		FY2011–2012 Change
Other		50,130,863		58,449,593		8,318,730
<b>NON-PERSONNEL SUBTOTAL</b>	\$	<b>58,877,735</b>	\$	<b>66,676,043</b>	\$	<b>7,798,308</b>
<b>Total</b>	\$	<b>58,877,735</b>	\$	<b>66,676,043</b>	\$	<b>7,798,308</b>

## Revenues by Category

		FY2011 Budget		FY2012 Adopted		FY2011–2012 Change
Transient Occupancy Tax	\$	60,104,689	\$	67,988,329	\$	7,883,640
<b>Total</b>	\$	<b>60,104,689</b>	\$	<b>67,988,329</b>	\$	<b>7,883,640</b>

# Special Promotional Programs

## Special Promotions

Organization / Program	FY2011 Budget	FY2012 Adopted
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>		
<b>Creative Communities San Diego</b>		
Adams Avenue Business Association	\$ 18,643	\$ —
America's Finest City Dixieland Jazz Society	20,537	—
Asian Story Theater	4,724	5,729
Bon Temps Social Club of San Diego	20,537	24,961
Cabrillo Festival, Inc.	2,521	3,060
Centre City Development Corporation	—	5,178
College Area Economic Development Corporation	7,298	8,995
Hillcrest Business Improvement Association	10,659	13,858
Historic Old Town Community Foundation	14,657	—
Italian American Art and Culture	6,649	10,403
Jacobs Center for Neighborhood Innovation	14,875	18,042
Justice Overcoming Boundaries	13,226	—
Kalusugan Community Services	9,447	14,323
Kiwanis Club of Tierrasanta	2,390	—
Linda Vista Multi-Cultural Fair and Parade	6,181	6,063
Little Italy Association	18,787	23,600
Los Bilingual Writers	5,046	—
Media Heritage, Inc./Filmout San Diego	—	9,179
North Park Organization of Businesses	6,080	7,956
NTC Foundation	5,224	6,334
Nu-Way BHILD	4,297	6,595
Ocean Beach Merchants Association	13,787	17,028
Pacific Beach Community Development Corporation	11,809	13,034
Pacific Southwest Wildlife Arts, Inc.	8,833	9,329
PASACAT	—	3,724
Point Loma Association	7,127	—
Point Loma Foundation	—	9,608
Rancho de los Penasquitos Town Council	4,038	5,005
Rolando Community Council	3,099	5,644
Salvation Army/Joan B. Kroc Center	15,793	15,244
San Diego Afterschool Strings Program/Gompers After School Strings Program	4,724	5,729
San Diego Armed Services YMCA	20,537	24,961
San Diego Asian Film Foundation	20,537	—
San Diego Audubon Society	15,351	20,052
San Diego Chinese Center	6,377	—
San Diego City College Foundation	8,051	6,510
San Diego Earth Day	17,331	21,878
San Diego Film Foundation	20,537	24,961
San Diego Shakespeare Society	4,575	5,967
Torrey Pines Kiwanis Foundation	—	24,348
Transcendance	5,046	6,120
Villa Musica	4,088	—
<b>Creative Communities San Diego Subtotal</b>	<b>\$ 383,418</b>	<b>\$ 383,418</b>
<b>Organizational Support</b>		
Aja Project	\$ 21,316	\$ 19,976
Art of Elan	—	3,258
Athenaeum Music and Arts Library	86,818	84,812

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Budget	FY2012 Adopted
California Ballet Association	81,941	66,195
Camarada	7,336	7,598
Center for World Music	13,366	—
Chronos Theatre Group	597	—
City Ballet, Inc.	46,104	44,750
Classics for Kids	25,118	22,593
Common Ground Theatre	6,444	4,883
Cygnnet Theater	94,785	101,461
Diversionary Theatre	40,525	41,524
Eveoke Dance Theatre	29,345	22,780
Fern Street Community Arts, Inc.	16,570	11,960
Gaslamp Quarter Historical Foundation	19,918	—
Japanese Friendship Garden Society, San Diego	50,097	50,114
La Jolla Historical Society	9,061	21,433
La Jolla Music Society	165,307	170,718
La Jolla Playhouse	364,704	360,839
La Jolla Symphony and Chorus	28,050	30,017
Lyric Opera San Diego	102,512	76,156
Mainly Mozart Festival, Inc.	87,798	83,622
Malashock Dance and Company	43,242	34,021
Maritime Museum Association of San Diego	221,393	193,213
Media Arts San Diego	49,721	57,052
Mingei International Museum	181,114	135,455
Moiolelo Performing Arts Company	16,687	17,292
Museum of Contemporary Arts, San Diego	338,351	259,234
Museum of Photographic Arts	109,449	99,920
New Children's Museum	126,528	151,833
Old Globe Theatre	387,456	394,382
Patricia Rincon Dance Collective	18,376	18,409
Persian Cultural Center	24,659	22,540
PGK Project	3,140	—
Playwrights Project	31,613	29,424
Prophet World Beat Productions	21,993	26,342
Putnam Foundation	—	53,984
Reuben H. Fleet Science Center	258,850	235,956
Samahan Filipino American Performing Arts and Education Center	6,932	5,362
San Diego Air and Space Museum, Inc.	225,156	252,647
San Diego Archaeological Center	26,167	30,211
San Diego Art Institute	38,807	42,293
San Diego Asian Film Foundation	—	47,294
San Diego Automotive Museum	44,541	39,614
San Diego Ballet	32,426	31,717
San Diego Center for Jewish Culture	101,390	96,035
San Diego Chamber Orchestra	77,368	61,511
San Diego Children's Choir	22,692	23,171
San Diego Chinese Historical Society and Museum	13,983	15,022
San Diego Civic Youth Ballet	14,365	22,260
San Diego Dance Theater	26,143	28,387
San Diego Early Music Society	9,266	9,452
San Diego Gay Men's Chorus	12,555	19,873

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Budget	FY2012 Adopted
San Diego Guild of Puppetry	6,924	7,284
San Diego Historical Society	45,704	92,800
San Diego Junior Theatre	78,507	79,614
San Diego Master Chorale	14,857	14,556
San Diego Model Railroad Museum, Inc.	44,781	40,450
San Diego Museum Council	8,484	8,520
San Diego Museum of Art	269,935	244,056
San Diego Museum of Man	100,000	105,949
San Diego Opera Association	354,622	387,863
San Diego Repertory Theatre	123,851	138,985
San Diego Society of Natural History	340,087	324,837
San Diego Symphony Orchestra Association, Inc.	374,445	391,934
San Diego Watercolor Society	19,878	22,904
San Diego Writers Ink	4,031	7,044
San Diego Young Artists Music Academy, Inc.	9,436	11,439
San Diego Young Artists Symphony Orchestra	10,518	11,776
San Diego Youth Symphony and Conservatory	55,320	56,770
Save Our Heritage Organisation	51,550	59,791
Scripps Ranch Theatre	5,130	10,227
Spreckels Organ Society	14,754	16,104
Sushi Visual and Performing Arts, Inc.	15,282	13,529
Veteran's Memorial Center	21,775	21,782
Villa Musica	—	9,145
Westwind Brass	10,729	8,269
Women's History Museum and Educational Center	8,055	8,184
Young Audiences of San Diego	45,852	44,175
<b>Organizational Support Subtotal</b>	<b>\$ 5,816,582</b>	<b>\$ 5,816,582</b>
<b>Other</b>		
Commission for Arts and Culture Department	\$ 832,680	\$ 871,683 <sup>1</sup>
Mayor/City Council Allocations	220,000	220,000
<b>Other Subtotal</b>	<b>\$ 1,052,680</b>	<b>\$ 1,091,683</b>
<b>TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>	<b>\$ 7,252,680</b>	<b>\$ 7,291,683</b>
<b>CAPITAL IMPROVEMENTS</b>		
<b>Capital Improvements</b>		
Convention Center Complex	\$ 8,750,000	\$ 9,200,688
Mission Bay Park/Balboa Park Improvements	4,716,201	1,093,319
QUALCOMM Stadium	3,040,862	4,797,262
Trolley Extension Reserve	732,000	925,000
<b>Capital Improvements Subtotal</b>	<b>\$ 17,239,063</b>	<b>\$ 16,016,269</b>
<b>TOTAL CAPITAL IMPROVEMENTS</b>	<b>\$ 17,239,063</b>	<b>\$ 16,016,269</b>
<b>ECONOMIC DEVELOPMENT PROGRAMS</b>		
<b>Citywide Economic Development</b>		
CleanTECH San Diego	\$ —	\$ 25,000
Horton Plaza Theatre Foundation	385,000	385,000
Mission Trails Regional Park Foundation, Inc.	36,450	36,450
San Diego Regional Economic Development Corporation	50,000	25,000
Unidentified CED Funding	—	100,000
<b>Citywide Economic Development Subtotal</b>	<b>\$ 471,450</b>	<b>\$ 571,450</b>



# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Budget	FY2012 Adopted
<b>Economic Development and Tourism Support</b>		
Adams Avenue Business Association	\$ —	\$ 24,188
Asian Business Association	40,252	33,300
BID Council	—	25,000
Citizen Diplomacy Council of San Diego	48,600	48,060
City Heights Business Association	13,500	—
City Heights Community Development Corporation	48,600	48,060
Greater Golden Hill CDC	—	42,660
Hostelling International-American Youth Hostels	48,600	54,000
International Rescue Committee	26,887	—
Japan Society of San Diego and Tijuana	35,100	42,660
Old Town San Diego Chamber of Commerce	28,800	28,480
Otay Mesa Chamber of Commerce	54,000	48,060
San Diego Convention & Visitors Bureau	46,800	23,292
San Diego East Visitors Bureau	51,661	20,180
South County Economic Development Council	43,200	48,060
Travelers Aid Society of San Diego	54,000	54,000
<b>Economic Development and Tourism Support Subtotal</b>	<b>\$ 540,000</b>	<b>\$ 540,000</b>
<b>Other</b>		
Business Expansion, Attraction and Retention (BEAR)	\$ 515,000	\$ 515,000
Economic Development Program Administration	180,000	180,000
<b>Other Subtotal</b>	<b>\$ 695,000</b>	<b>\$ 695,000</b>
<b>TOTAL ECONOMIC DEVELOPMENT PROGRAMS</b>	<b>\$ 1,706,450</b>	<b>\$ 1,806,450</b>
<b>MAJOR EVENTS</b>		
<b>Major Events</b>		
Major Events Revolving Fund	\$ —	\$ 150,000 <sup>2</sup>
<b>Major Events Subtotal</b>	<b>\$ —</b>	<b>\$ 150,000</b>
<b>TOTAL MAJOR EVENTS</b>	<b>\$ —</b>	<b>\$ 150,000</b>
<b>SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>		
<b>Safety and Maintenance of Visitor-Related Facilities</b>		
Balboa Park Centennial	\$ 150,000	\$ — <sup>2</sup>
Discretionary Transient Occupancy Tax Support to General Fund	11,800,938	13,377,666
Mission Bay Park/Balboa Park Improvements	380,265	415,888
Convention Center	3,400,000	4,834,612
PETCO Park	2,500,000	4,840,000
QUALCOMM Stadium	4,990,952	3,782,738
Regional Park Safety Program	120,000	120,000
Special Events Department	544,274	590,603 <sup>1</sup>
Transient Occupancy Tax (TOT) Payment Audit	415,000	415,000
Transient Occupancy Tax Administration and Promotional Activities	9,755,067	14,497,420
<b>Safety and Maintenance of Visitor-Related Facilities Subtotal</b>	<b>\$ 34,056,496</b>	<b>\$ 42,873,927</b>
<b>TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>	<b>\$ 34,056,496</b>	<b>\$ 42,873,927</b>
<b>SUMMARY</b>		
Arts, Culture, and Community Festivals	\$ 7,252,680	\$ 7,291,683
Capital Improvements	17,239,063	16,016,269
Economic Development Programs	1,706,450	1,806,450
Major Events	—	150,000



# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Budget	FY2012 Adopted
Safety and Maintenance of Visitor-Related Facilities	34,056,496	42,873,927
<b>TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET</b>	<b>\$ 60,254,689</b>	<b>\$ 68,138,329</b>

<sup>1</sup>This table represents the entire Transient Occupancy Tax Fund including the Commission for Arts and Culture and Special Events departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

<sup>2</sup>Moved from Safety and Maintenance of Visitor-Related Facilities section to Major Events section.

# Special Promotional Programs

## Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2011 Budget*		FY2012 Adopted	
BEGINNING BALANCE AND RESERVES				
Balance from Prior Year	\$	—	\$	—
TOTAL BALANCE AND RESERVES	\$	—	\$	—
REVENUE				
Grant and Other Revenue - Special Events Department¹	\$	150,000	\$	150,000
Transient Occupancy Tax		60,104,689		67,988,329
TOTAL REVENUE	\$	60,254,689	\$	68,138,329
TOTAL BALANCE, RESERVES, AND REVENUE	\$	60,254,689	\$	68,138,329
OPERATING EXPENSE				
Operating Expense	\$	18,566,517	\$	23,258,870
Commission for Arts and Culture Department¹		832,680		871,683
Special Events Department¹		544,274		590,603
Transfer to Convention Center Expansion Fund		8,750,000		10,630,000
Transfer to General Fund - One Cent Discretionary		11,800,938		13,377,666
Transfer to Major Events Revolving Fund		—		150,000
Transfer to Mission Bay/Balboa Park Improvement Fund		5,096,466		1,509,207
Transfer to PETCO Park Fund		2,500,000		4,840,000
Transfer to QUALCOMM Stadium Fund		8,031,814		8,580,000
Transfer to TOT-Convention Center Fund		3,400,000		3,405,300
Transfer to Trolley Extension Reserve Fund		732,000		925,000
TOTAL OPERATING EXPENSE	\$	60,254,689	\$	68,138,329
TOTAL EXPENSE	\$	60,254,689	\$	68,138,329
BALANCE	\$	—	\$	—
TOTAL BALANCE, RESERVES, AND EXPENSE	\$	60,254,689	\$	68,138,329

\* At the time of publication, audited financial statements for Fiscal Years 2010 and 2011 were not available. Therefore, the Fiscal Year 2011 column reflects final budget amounts from the Fiscal Year 2011 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

<sup>1</sup>This statement represents the entire Transient Occupancy Tax Fund including the Commission for Arts and Culture and Special Events departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.